

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-10 LAB-04
NSAE-00 PA-02 SIL-01 ICA-20 /058 W
-----042663 260714Z /16

R 231505Z JUN 78
FM AMEMBASSY WARSAW
TO USDOC WASHDC
INFO SECSTATE WASHDC 5815
AMCONSUL KRAKOW POUCH
AMCONSUL POZNAN POUCH
AMEMBASSY BERLIN
AMEMBASSY BONN
AMEMBASSY BELGRADE
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY LONDON
AMEMBASSY MOSCOW
AMEMBASSY PARIS
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY VIENNA

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COMMERCE FOR BEWT/TPD AND BEWT/OEWCA/EE.

EO 11652: NA
TAGS: BEXP PL US
SUBJ: INITIAL REPORT ON THE POZNAN INTERNATIONAL FAIR,
JUNE 11-20, 1978

1. THE 50TH POZNAN INTERNATIONAL FAIR CLOSED ON SCHEDULE
JUNE 20. AN ESTIMATED 600,000 PEOPLE VISITED THE FAIRGROUNDS;
AND, UNDOUBTEDLY, MOST OF THEM CAME TO THE US PAVILION AT ONE
TIME OR ANOTHER. CROWDS WERE PARTICULARLY HEAVY DURING THE
FINAL WEEKEND OF THE FAIR, ALTHOUGH LARGE NUMBERS OF PEOPLE
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CAME DURING THE WEEK, AS WELL. ALTHOUGH MOST OF THE
VISITORS COULD BE CONSIDERED AS "GENERAL PUBLIC,"
A SIGNIFICANT PROPORTION OF THEM WERE POLISH TRADE
OFFICIALS. THE FAIR PROGRESSED RATHER UNEVENTLFULLY, AS
THERE WERE NO PROBLEMS WITH WEATHER OR OTHER FACTORS
WHICH MIGHT HAVE INTERRUPTED NORMAL BUSINESS.

2. US EXHIBITORS , AS EXHIBITORS FROM OTHER PAVILIONS, ACKNOWLEDGED THAT BUSINESS WAS SLOWER THIS YEAR THAN LAST. OUR EXHIBITORS REPORTED \$3,008,000 IN IMMEDIATE SALES RESULTING FROM THE FAIR AND AN EXPECTED AGGREGATE OF \$55,447,000 OVER THE NEXT TWELVE MONTHS. AS THESE FIGURES ARE NOT NECESSARILY THE BEST MEASURE OF SUCCESS OF AN EXHIBITION IN POLAND, IT IS MORE PERTINENT THAT A TOTAL OF 1,126 SALES LEADS WERE REPORTED. MOREOVER, US EXHIBITORS, ALMOST WITHOUT EXCEPTION, WERE SATISFIED WITH THE RESULTS OF THEIR PARTICIPATION. DESPITE PROSPECTS THAT BUSINESS WILL NOT INCREASE SIGNIFICANTLY FOR MOST EXHIBITORS FOR TWO TO THREE YEARS, US EXHIBITORS EXPRESSED THEIR WILLINGNESS TO MAINTAIN A VISIBLE PRESENCE IN THE POLISH MARKET BY PARTICIPATING IN THE POZNAN FAIR AND HAVE FIRM EXPECTATIONS FOR LONG-TERM SALES.

3. THE US PAVILION WAS WELL-ATTENDED THROUGHOUT THE FAIR. IN ADDITION TO MANY TRADE OFFICIALS WHO MADE INDIVIDUAL VISITS TO EXHIBITOR STANDS, SEVERAL POLISH AND FOREIGN DELEGATIONS TOURED THE PAVILION. SEVERAL POLISH OFFICIALS ALSO VISITED THE MARKETING OFFICE TO DISCUSS TRADE OPPORTUNITIES. OUR EXHIBITORS WERE GENERALLY IMPRESSED BY THE NUMBER OF TRADE LEADS AND BY THE NUMBER OF OLD CLIENTS WHO DROPPED BY THE STANDS. BUSINESS WAS DISCUSSED AND DEALS CONCLUDED RIGHT UP TO THE LAST AFTERNOON. ACCORDING TO INITIAL REPORTS, SOME OTHER WESTERN PAVILIONS UNCLASSIFIED

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DID LESS WELL THAN OURS IN TERMS OF SALES, TRADE LEADS, AND BUSINESS VISITORS. CONSULATE POZNAN IS PREPARING A SURVEY OF SELECTED FOREIGN EXHIBITIONS.

4. DISCUSSIONS WITH OUR EXHIBITORS AND WITH THE DIRECTORS OF OTHER PAVILIONS REVEALED GROWING CONCERN OVER THE LENGTH OF THE FAIR AND THE COSTS OF PARTICIPATION. PAVILION DIRECTORS MET WITH THE FAIR AUTHORITIES ON THESE AND OTHER SUBJECTS RELATED TO FAIR SERVICES, BUT THERE WAS NO IMMEDIATE INDICATION THAT CHANGES WILL BE MADE. MANY EXHIBITORS BELIEVE EIGHT DAYS WOULD BE LONG ENOUGH. DIRECTORS OF OTHER PAVILIONS SAID THEY WERE HAVING PROBLEMS HOLDING EXHIBITORS IN PLACE FOR THE TEN-DAY DURATION. EXHIBITORS FROM SEVERAL WESTERN PAVILIONS COMPLAINED ABOUT ABNORMALLY HIGH COSTS FOR FREIGHT FORWARDING BY THE POLISH AGENT, HARTWIG, HIGH PRICES FOR HOTEL AND RESTAURANT SERVICES, AND THE COST OF SOME SERVICES. A FEW US EXHIBITORS GRUMBLED ABOUT THE HIGHER-THAN AVERAGE COST OF EXHIBITING IN THE US PAVILION, ALTHOUGH NONE SAID THIS WOULD KEEP THEM FROM RETURNING.

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.

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-----042650 260719Z /16

R 231505Z JUN 78
FM AMEMBASSY WARSAW
TO USDOC WASHDC
INFO SECSTATE WASHDC 5816
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AMCONSUL POZNAN POUCH
AMEMBASSY BERLIN
AMEMBASSY BONN
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COMMERCE FOR BEWT/TPD AND BEWT/OEWCA/EE.

5. COMMENT: WE WILL REPORT FURTHER ON
THE FAIR, INCLUDING RECOMMENDATIONS FOR NEXT YEAR. BASED
ON OUR DISCUSSIONS WITH EVERY EXHIBITOR AND ON OUR OWN
OBSERVATIONS, WE REGARD THIS YEAR'S US EXHIBITION AS A
SUCCESS, DESPITE GENERALLY HARD TIMES FOR FOREIGN SALES
TO POLAND. FURTHERMORE, DESPITE SOME FLAWS, OUR RELATIONS
WITH THE FAIR MANAGMENT WERE GOOD, AND THE CONTRACTOR,
POLEXPO, PERFORMED ADMIRABLY.

6. NEVERTHELESS, AS BUSINESS WITH POLAND REMAINS SLOW
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(FOR ALL WESTERN COUNTRIES), RECRUITING FOR THIS FAIR WILL BECOME MORE OF A CHALLENGE AND EXHIBITORS WILL MORE CAREFULLY REVIEW THE SCALE OF THEIR PARTICIPATION TO CONTROL COSTS IN SEVERAL AREAS. ONE AREA LIKELY TO FEEL A PINCH WILL BE THE EXHIBITION OF LARGE AND/OR HEAVY MACHINERY. SEVERAL EXHIBITORS SAID, ALL THINGS CONSIDERED, IT WAS TOO EXPENSIVE FOR THEM TO BRING IN SUCH ITEMS AS LONG AS SALES ARE SLOW. I. CASE, CLARK, AND ALLIS-CHALMERS ARE IN THIS CATEGORY. THIS COULD MEAN, FOR THE IMMEDIATE FUTURE, AN EVEN MORE STATIC EXHIBIT THAN NORMAL, AS WELL AS SPECIAL DIFFICULTIES WITH SELLING OUTSIDE SPACE. DURING THE MONTHS AHEAD, WE WILL HAVE TO CONSIDER HOW TO DEAL WITH THIS PROBLEM.

7. MEANWHILE, WE HAVE BEGUN DISCUSSIONS WITH 3M AND WITH INTERNATIONAL HARVESTER, WHO EXHIBITED ELSEWHERE ON THE FAIR- GROUND THIS YEAR, TO TRY TO OBTAIN AT LEAST A PORTION OF THEIR EXHIBITS FOR 1979. WE ALREADY HAVE SEVEN PARTICIPATION AGREEMENTS SIGNED FOR NEXT YEAR, FOR A TOTAL OF 276 SQ. METERS OF IN INDOOR AND 50 SQ. METERS OF OUTDOOR SPACE. SEVERAL OTHER EXHIBITORS HAVE SAID THEY WILL RETURN, BUT THEY WILL NOT MAKE FINAL DECISIONS REGARDING THE NATURE OF THEIR EXHIBITS FOR ONE TO FIVE MONTHS. END COMMENT.

SCHAUFLE

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WARSAW05344
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780264-0364
Format: TEL
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780624/aaaaaujw.tel
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Litigation History:
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Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2220420
Secure: OPEN
Status: NATIVE
Subject: INITIAL REPORT ON THE POZNAN INTERNATIONAL FAIR, JUNE 11-20, 1978
TAGS: BEXP, PL, US
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/583e1782-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014